

An Analysis on Planners and Project Objectives of Kakao Storyfunding

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Abstract

This study is based on the purpose of organizing and planning a fundraising for Daum Kakao's 'storyfunding' during the recent crowdfunding that uses mobile-based Internet platforms to raise funds. Analysis by project subjects shows that one planner is more efficient if the ability of one planner, such as 'publishing', is important. However, there were many group A types of contents that require variety of expertise such as 'campaign' and 'journalism' after funding is completed. As a result of analysis by planning purposes, there were the most funds available to produce contents. This is a sign that there are many projects that match the basic purpose of story funding. There are also many other purposes for the purpose of raising public opinion for the project or the establishment of monuments, or for the support of people, animals, or animal rights groups. And there is a private equity fund to sell or promote products. Such quantitative research and analysis will accurately determine the current situation of crowdfunding and will provide basic data such as efficient human composition and goals setting to achieve the goals of crowdfunding in the future.

Keywords: Crowdfunding, Storyfunding, Planner, Planning Subject, Planning Purpose

1. Introduction

1.1. Background

Lately, crowd funding has been spreading online as smart devices have been developed and SNS such as Naver and Daum have been expanded. It is a combination of the English word 'crowd', and 'funding' for financing or donation. Individuals or groups who are seeking for funding receive funding from multiple people through a brokerage platform. It is also called as social funding raising funds through the web or mobile networks. It is mainly used by a group of contents where lack of capital in order to raise capital. Currently, Daum Kakao story funding has the largest number of projects in Korea (2,205) and achieved the best funding amount (7.5 billion 23 million won). Story funding has been made by 'News Funding' in September 2014 and the name is changed to 'Story Funding' in 2016. The practical operation for the portal site (storyfund-

ing.daum.net) is conducted by the planners of the funding project and the person in charge of the story funding. The project planner presents the planning intention, plan contents, target amount, use of funding amount, and funding participant to the story funding site. And the manager of the story funding selects one among six categories such as journalism, life, campaign, art, start-up, publishing. The manager is responsible for posting the project of the planner. And the projects will be published and always exposed on the story funding portal site. An unspecified number of users sponsor a certain amount of money as much as they want.

Previous studies related to this have mainly dealt with the success factors of crowdfunding. Kwon Hyuk In (2014) investigated the details of crowdfunding by analyzing the success and failure cases of crowdfunding and suggested that the project proposer's planning power affect the success of the project. Song Jin (2018) analyzed the characteristics and success factors of journalism contents in Kakao story funding and suggested that that the ratio of individuals and non-media groups is higher than that of existing media groups. Lee Jong-hwa (2018) compared the project purpose by public profit type and private profit type. He suggested that the

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effects of sharing project content through social media on fundraising vary based on planners and suggested that public profit project is gaining more profits than private profit type.

The above studies are mainly focusing on qualitative evaluation rather than quantitative analysis for crowdfunding. Therefore, this study examined about cases of top funding projects in Daum Kakaostory Funding which records the maximum number of projects and the best funding amount among domestic crowdfunding.

This presents a quantitative analysis of the project subjects and the planning objectives which can be presented as items and figures. Through this analysis, this study provides basic data of crowdfunding mediated by funding project. We also predicted the role and direction of crowdfunding in the future.

1.2. The Scope of Study

The scope of this study is 100 total funding among the projects posted in the story funding of Daum Kakao. It is extracted through comparison of total amount among 2,205 current projects (December 2018); 290 journalism, 544 life, 578 campaigns, 353 arts, 207 start-ups, and 231 publications. It is called as total amount of 'the top funding.' Out of the total of 100 projects analyzed, it is 4.5% of 2,205. The reason for selecting the top funding project is because the top sample with a large amount of funding brought the sympathy of many online users. And it is an evidence of significant sample representing social sensation.

The top 100 funding projects are listed in order by type of story funding portal site. The result is shown in Table 1. below.

Table 1. Current status of 100 story top funding projects

Rank	Project	Name of project	Organizer	Amount (1,000 won)
1	Journalism	Bankruptcy lawyer	Park Sang Gyu...	567,978
2	Journalism	Heartland of national..	Choi Seung Ho, News-tapa	434,276
3	Arts	My daughter..	Song Ho Jin, Cho Jung Rae	344,284
4	Arts	My sister, let's go home	Song Ho Jin, Cho Jung Rae	250,984
5	Campaign	The truth of Gunhamdo..	Seo Gyeong Deuk	208,684
6	Journalism	Jae Dong and Jin Woo	Kim Je Dong, Joo Jin Woo	171,502
7	Campaign	To banded animals	Moon Chung Won	161,178
8	Journalism	A project of fellow..	Choi Seung Ho, News-tapa	149,178
9	Campaign	Statue of comfort woman..	Kim Ji Hak, Jung Jong Hae	135,490
10	Life	Why wear glasses?	Rawrow Co., ltd	127,681
11	Campaign	Temporary government's..	Kim Hyung Min	118,034
12	Campaign	Pres. Moon's footprint..	Gentlejaein	113,515
13	Campaign	Blacklist Cinema Month	Park Hong Jun, Kim Il Lan	111,246
14	Campaign	I will save you	Gang Hyung Wook, and others	110,607
15	Start up	Healthy Respirator	Kim Eun Oak, Cho Won Seok	109,524
16	Campaign	'Healing shelter' together	Kim Hae Ri, Choi Yeon Seo..	104,582
17	Journalism	'Last judgment' of comfort..	Kim Hyung Jin	103,182
18	Life	Lee Ji Sung's Humanities	Lee Ji Sung	102,589
19	Life	Wrist Watch in Korea	Harriot watches	101,596
20	Publication	'South Korea's Mysteries'	Kim Jin Myeong(Novelist)	100,928
21	Arts	'Shin Hae Chul Archive'	Bae Soon Tak, Yoon Jong Shin..	93,530
22	Journalism	Investigating MB property	An Won Goo, Goo Yeong Sik..	92,831
23	Journalism	YTN, MBC fired journalists	Kim Jin Hyuk and others	87,480
24	Journalism	'Geumgang fairy'	Kim Jong Sul and others	85,269
25	Life	Mysterious peach	Kim Yeong Min	82,896

Table 1. Continued

Rank	Project	Name of project	Organizer	Amount (1,000 won)
26	Start up	A world without fine dust	Yoon Jeong Yeon..	80,380
27	Life	For eyes with good sight...	Rawrow Co, Ltd	79,384
28	Arts	To you from Shin Hae Choel	Choi Woo Yeong	77,780
29	Life	A real animal story	Park So Yeon, care	77,052
30	Journalism	You are also the main character..	Joo Jin Woo	76,362
31	Campaign	An army for national independence	Choi Ho Jjin	74,010
32	Campaign	Old Experiment Beagle Story	Aboard	73,733
33	Campaign	Moon Ik hwan pastor's House..	A house of unification	73,579
34	Campaign	Abandoned animals..	Oh Eun Jeong	71,543
35	Publication	Spring will come again	Park Geon Woong and others	69,743
36	Arts	The movie 'The March for you'	Park Gi Bok, Kim Jin Hee	69,731
37	Journalism	Tears of a boy	Cho Ho Jin	69,237
38	Campaign	For surviving animals	Kim Hye Ri, card and others	67,858
39	Campaign	A cat making coffee	Yoon Jip Sa	67,630
40	Life	Baekdoo to Jiri Mountain	Rodgers Shepherd and others	66,637
41	Campaign	'The mother of private soldier'	Go Sang Min	63,889
42	Journalism	Devil reporter..	Joo Jin Woo, Sisa-IN	61,579
43	Journalism	The fake killer 'trio'	Park Sang Gyu, Park Jun Yeong et al.	57,603
44	Campaign	Holding hands with..	Foundation for justice and others	57,581
45	Campaign	When can I be an adult?	Kim Song Hee..	56,561
46	Arts	Father Soh and..	Oh Ji Hye and others	54,399
47	Life	An adopted child, Adam	Shin Seung Hyuk, Kim Song Hee	53,510
48	Campaign	Puppy, are you happy?	Lee Eui Jeong, Kim Jae Gyeong..	53,501
49	Campaign	The right place is on the table	Jeon Jin Gyeong, Kim Hyun Wook	53,150
50	Campaign	Sanitary pad gifts to..	Jang Yeong Min	51,827
51	Campaign	Big Lavi and El Gun	Mile stone and others	50,841
52	Journalism	Resisters of Four Main..	Jeong Dae Hee, Kim Byeong Gi..	50,346
53	Journalism	Killers	Park Sang Gyu, Hwang Sang..	49,207
54	Journalism	Come back on Friday	Yoo Hae Jeong	48,904
55	Life	Dad! What is soap?	EDDY'PANDA	48,735
56	Life	Nectarine Peach on June	Lee Jae Weon	48,482
57	Start up	'Dad Humidifier' for..	Seo Dong Jin, Oh Yong Joo..	48,356
58	Journalism	House of irregular..	Kim Min Gyeong	47,844
59	Campaign	Appeal of the girl prize guard	Kim Sam and others	47,468
60	Campaign	I will save you 2	Gang Hyeong Wook and I..	45,633
61	Campaign	Progeria Syndrome	Hong Seong Won	45,303
62	Arts	<Elsod Animation>	Nekojang	44,759
63	Campaign	Two adults	Jeong Dae Hee, Kim Byeong Gi..	43,893
64	Campaign	1 square foot to meet the world	Yoon Gyeong Cheol	43,468
65	Journalism	The truth of 'inside accuser'...	Corporation Jn Nong and others	43,345
66	Campaign	Yoon Hee and the King Kong..	Choi Yun Hee, Kim Yun Deok	42,324
67	Start up	A bowel pad for puppy	Choi Soo Jin	42,205

Table 1. Continued

Rank	Project	Name of project	Organizer	Amount (1,000 won)
68	Life	This is not a soap	EDDY'PANDA	42,060
69	Campaign	For Sewol ferry	Seo Yeong Seok	41,938
70	Arts	Kim Seung Oak was born..	Ham Seong Joo	41,571
71	Start up	Firefighters and us	Go Joo Hyun, Cho Ga Yeong..	41,369
72	Life	Park Tae Hwan 'Liu 2016'	Jeon Yeong Ji	41,203
73	Arts	Gang Gita rather than..	Gwon Gyeong Won	40,639
74	Life	Albeagi is disappearing	Jeong Yong Jin	40,286
75	Campaign	There is no bad dog..	Yoo Jeong Eun and others	40,147
76	Start up	Smart rope	Jung Deok Hee, Jeon Choe	39,255
77	Campaign	Patriotic martyrs	Kim Si Myeong, Lee Deok-il	38,896
78	Start up	Sold out every 3 seconds	Lee Jae Seon, Pyo Shi Hyeong	38,887
79	Campaign	Open the closed cage	CARE and 4 more people	38,512
80	Arts	Liberation, forgotten ones	ZAMU	37,846
81	Campaign	Tierheim of Korea	Kim Na Yeon and 3 more people	37,681
82	Campaign	The 'red hair Ann'	Baek Yeong Oak	37,030
83	Life	History of Buddhist monk	Corporation Hope planner	36,974
84	Campaign	Grow up healthy	Kim Eun Seol and..	36,476
85	Start up	Hot standing, hot top	The Od	36,378
86	Start up	Smart lighting products for..	Kim Gi Tae	35,938
87	Campaign	A conference for dog meal..	Park So Yeon, care and others	35,931
88	Campaign	A child born to be thrown away	Lee Seo Yeong, Jung Soo Jin..	35,724
89	Publication	Lead yourself by reading	Lee Ji Sung	35,442
90	Life	Delicious Sweet Corn..	Kim Yeong Min	35,437
91	Publication	Korean history that you are..	Seol Min Seok	34,708
92	Arts	Japanese director..	Yoo In Gyeong, Han Seung Heon	33,916
93	Life	Writing method of Yoo Si Min	Yoo Shi Min	33,525
94	Campaign	The happy life of..	Twelve dogs	33,292
95	Start up	Again, 'Maze Humidifier'	Yoon Gyeong Cheol..	32,949
96	Campaign	I will walk with you.	Park Seong Ji	32,340
97	Life	Ending notes	Kim Mi Hwa, Jeong Ho Hee..	32,178
98	Campaign	Finding the property of..	Lee Deuk-il	32,117
99	Publication	To meet Shin Yeong Bok	Lee Gyeong Ei	32,088
100	Life	Sunglasses, how many times..	Rawrow Co., ltd	31,837

The above 100 projects are divided into 6 types as below. It is based on six categories of story funding. The ranking of the project types is as follows Table 2.

Campaign is the most common type of project (39 cases) among 100 total top ranking funding. The next is Life> Journalism> Art> Startup> Publishing. The following is the total funding amount for 100 projects.

As of December 2018, the total ranking funding by project type is as follows: campaign (about 2.5 billion)

Table 2. Top 100 project types

Type of project	Numbers	Rank
Campaign	39	1
Life	18	2
Journalism	17	3
Arts	11	4
Start up	10	5
Publication	5	6
Total	100	

Table 3. Number and total amount of the top funding project type

Rank	Type of project	Numbers	Total amount (unit: 1,000won)
1	Campaign	39	2,576,993
2	Journalism	17	2,259,461
3	Arts	11	1,118,638
4	Life	18	843,374
5	Start-up	10	536,744
6	Publication	5	272,909
Total			7,523,975

and journalism (about 2.2 billion). And it was surveyed in the order of art> life> start-up> publication.

1.3. Study Methods

This study classified the top 100 funding projects ranked by the above total amount top funding project into 6 categories such as campaign, journalism, life, art, start-up and publishing. The purpose of this study is to examine about the characteristics of story funding through analysis of planning subject and planning purpose. And the planning subjects were classified based on the composition of the project as follows.

Project-specific planners are divided into four methods. 1 person type designed by 1 planner, 1 planner and 1 co-worker, 1+1 type co-designed by 1 group, 1 planner and experts, group A with a combination of related organizations, fan cafes and B type group with cooperation foundations.

Table 4. Classification of project subjects by project

Planning subjects	Classification
1 planner operates the whole plan	1 person type
1 planner + 1 co-worker or joint planning with 1 organizer	1+1 type
1 planner + Experts + Related groups	Group type
1 planner + fan café, foundation, corporation	Group A Group B

Table 5. Classification for project planning purpose

Purpose of Planning	Classification
Support for individual and group activities	Support for humans
Support for animals and animal protection groups	Support for animals
Support for building, foundation and monument production	commemorative project
Sponsorship for film, documentary, and material production	Content support
Support for product promotion and sales	Product promotion

The project purpose of each project was manually checked by the planners using the funding amount posted in the project of the story funding portal site (storyfunding.daum.net) and classified as follows.

The project purpose of each project is divided into 5 kinds; person support, animal support, commemorative project, contents support, and product promotion.

2. Main Part

2.1. Analysis of Plan Subjects by Project

We analyzed each of the six types of projects based on the type of the plan subjects. First, the analysis results of the campaign plan subjects are as follows.

Campaign showed 1 person type and 1 planner and group A with combination of planners, writers, journalists and documentary directors have many similar things. In the case of 1 type, people who have expertise in the field often plan their own funding. And there are many A types with combination of experts which means it has a great deal of synergy with professions and collaborative planning and there are many organizations supporting the planning of campaign.

In journalism, the planners were affiliated with the media or the planners combined with the media. It was 11 out of 16 (62.5%). Large-scale media companies such as ground wave broadcasters or comprehensive channels are not involved. Most planners are composed of small-scale media such as news-tapa, Shisa IN, or PD on ground wave broadcasters PD such as Choi Seung Ho PD. It is characterized mainly by political/current

Table 6. Analysis of the planner of the campaign

Division	Name of project	1 P	1+1	Group type	
				A	B
1	Telling the truth of Gunhamdo in New York	*			
2	Smile to abandoned animals	*			
3	Making a statue of comfort woman by my hands		*		
4	Establish temporary government memorial hall	*			
5	President Moon's footprint calendar				*
6	Blacklist Cinema Month			*	
7	I will save you			*	
8	Making 'Healing shelter' together			*	
9	An army for national independence, Lim Jong Guk	*			
10	Old Experiment Beagle Story				*
11	Moon Ik hwan pastor's House Museum			*	
12	Drawing sympathy with abandoned animals	*			
13	A healing place for animals			*	
14	A cat making coffee	*			
15	'The mother of private soldier'	*			
16	Holding hands with "comfort women"				*
17	When can I be an adult?	*			
18	Puppy, are you happy?			*	
19	The right place is on the table			*	
20	Sanitary pad gifts to Neighbors	*			
21	Big Lavi and El Gun			*	
22	A keeper for statue of comfort woman and reason for appeal		*		
23	I will save you 2:1 meter life			*	
24	Progeria Syndrome	*			
25	Two adults			*	
26	1 square foot to meet the world	*			
27	Yoon Hee and the King Kong meet		*		
28	Yellow umbrella for Sewol ferry	*			
29	There is no bad dog in the world			*	
30	Patriotic martyrs		*		
31	Open the closed cage			*	
32	The 'red hair Ann'	*			
33	Grow up healthy		*		
34	A conference for dog meal prohibition			*	
35	A child born to be thrown away				*
36	Tierheim of Korea			*	
37	The happy life of Yang Yo Seop and Aaron				*
38	I will walk with you	*			
39	Finding the property of independent activists	*			
Total(39)		15	5	14	5

Table 7. Analysis of planning subject of journalism

Division	Name of project	1 P	1+1	Group type	
				A	B
1	Bankruptcy lawyer		*		
2	Heartland of national power			*	
3	Patriotic boys of Jae Dong and Jin Woo			*	
4	A project of fellow in crime			*	
5	The 'last judgment' of comfort women	*			
6	Investigating MB property			*	
7	YTN, MBC retired journalists			*	
8	A hard work, 'Geumgang fairy' Kim Jong Sul			*	
9	You can also make a suit	*			
10	Tears of a boy	*			
11	Devil Reporter and Justice Priest			*	
12	The fake killer 'trio'			*	
13	Resisters of Four Main rivers			*	
14	Killers			*	
15	Come back on Friday	*			
16	A house of irregular workers	*			
17	The truth of 'inside accuser'			*	
Total(17)		5	1	11	0

Table 8. Analysis of planning subject of life

Division	Name of project	1 P	1+1	Group type	
				A	B
1	Why glasses for eyes with good sight?				*
2	Thinking Humanities written by Lee Ji Sung	*			
3	Wrist Watch in Korea				*
4	Mysterious peach				*
5	For eyes with good sight				*
6	A real animal			*	
7	Baekdoo to Jiri Mountain		*		
8	An adopted child, Adam		*		
9	Dad! What is soap?				*
10	Nectarine Peach on June	*			
11	This is not a soap Bio ball(2)				*
12	Park Tae Hwan 'Liu 2016'	*			
13	Albaegi is disappearing				*
14	History of Buddhist monk		*		
15	Delicious Sweet Corn more than watermelon				*
16	Writing method of Yoo Si Min	*			
17	Ending note			*	
18	Sunglasses, how many times a year?				*
Total(18)		4	3	2	9

Table 9. Analysis of planning subject of art

Division	Name of project	1 P	1+1	Group type	
				A	B
1	My daughter, let's go home		*		
2	My sister, let's go home		*		
3	'Shin Hae Chul Archive' together			*	
4	To you from Shin Hae Choel(Passed away)	*			
5	The movie 'The March for you'		*		
6	Father Soh and Boy's House			*	
7	Elsod Animation				*
8	Kim Seung Oak was born as a painter	*			
9	Gang Gita rather than Gang Gi Hoon	*			
10	Korean history that you are missing			*	
11	Japanese director accusing Japan		*		
Total(11)		3	4	3	1

Table 10. Analysis of planning subject of start-up

Division	Name of project	1 P	1+1	Group type	
				A	B
1	Healthy Respirator				*
2	A world without fine dust				*
3	'Dad Humidifier' for kids			*	
4	A bowel pad for puppy				*
5	Firefighters and us			*	
6	Smart roap				*
7	Sold out every 3 seconds				*
8	Hot standing, hot top	*			
9	Smart lighting products for tenants				*
10	Again, 'Maze Humidifier'			*	
Total(10)		1	0	3	6

Table 11. Analysis of planning subject of publication

Division	Name of project	1 P	1+1	Group type	
				A	B
1	Seven Mysteries'	*			
2	Spring will come again			*	
3	Lead yourself..	*			
4	Korean history ...	*			
5	To meet Shin ..	*			
Total(5)		4	0	1	0

issues such as accusations of power-related corruption, social absurdity or appeal of social weaknesses.

Among 6 types of life, group B type project was the most. Of the total of 18, it was 9 which accounts 50%. This type seems to be a diverse composition for online

commerce. There are many ways to send stocks in rewards (The planners provide compensation for funding).

Art has a similar distribution of 1+1 type, 1 type, and group A type. A representative project of 1+1 type is

Table 12. Analysis of planning purpose of campaign

Division	Name of project	Humans	Animals	Commemoration	Contents	Product
1	Telling the truth..				*	
2	abandoned animals			*		
3	Making a statue of..				*	
4	Establish temporary				*	
5	President Moon's ..	*				
6	Blacklist Cinema..		*			
7	I will save you			*		
8	Making 'Healing..			*		
9	For national..				*	
10	Experiment..			*		
11	Moon Ik hwan..				*	
12	Drawing sympathy			*		
13	A healing place			*		
14	A cat making coffee		*			
15	A cat making coffee			*		
16	Holding hands..			*		
17	When can I be an...		*			
18	Puppy, are you..			*		
19	The right place is..			*		
20	Sanitary pad gifts..					*
21	Big Lavi and ..	*				
22	A keeper for statute			*		
23	I will save you 2			*		
24	Progeria Syndrome	*				
25	Two adults	*				
26	1 square foot to			*		
27	Yoon Hee and...			*		
28	Yellow umbrella.					*
29	There is no bad..			*		
30	Patriotic martyrs				*	
31	Open the closed..			*		
32	The 'red hair Ann'					*
33	Grow up healthy	*				
34	Adog meal..			*		
35	A child born to..			*		
36	Tierheim of Korea				*	
37	The happy life			*		
38	I will walk with				*	
39	Independent..				*	
Total(39)		5	3	19	9	3

a movie jointly made by a journalist (Hankyoreh Song Ho Jin) and a film director (Cho Jeong Rae). These are mostly gatherings of artists or compositions of fan and partner organizations.

In start-up, group B type accounted for 60% (6 out of 10). Life project shows a similar trend. Start-up itself is a showcase for new products. It is a personal composition of the people of the start-up company and used as a window to demonstrate and promote new products.

In publishing, there are many cases that a planner is an artist. 4 of the 5 artists (80%) were writers with excellent planning power and writing. Kim Ji Myeong, Lee Ji Sung, Sul Min Suk and other renowned artists used story funding and publicize the publications to the public.

2.2. Analysis of Project Purpose by Project

We analyzed 6 types of projects based on the target classification for planning purposes. First, the analysis results of the planning purpose of the campaign are as follows.

Campaigns showed most of the actual accusation on human and animal from human and animal supporters (19, 48.7%). Especially, it is for the protection of animals. In addition, there are various purposes such as

memorial statue proposal with memorial foundation proposal and donation, establishment of memorial hall, establishment of memorial foundation.

Journalism has a strong purpose of fundraising for content production. 10 of the total 16 were intended to support content. (62.5%). In particular, there was purpose of forming public opinion and financing for it at the time of the president Park Geun Hye government. It was well suited to the purpose of story funding providing financial resources outside the system.

Most of the planning purposes from life are for new product promotions and online commerce. It was 10 out of 18 (55.6%). The range of products includes daily products such as sunglasses, glasses, and bioball and ingredients such as peaches, corn and dried yellow corn.

Art is mainly used for producing contents such as movies, documentaries, and music. it is 8 out of 11 (72.7%). It plans story of mainly low-budget contents and spread it to society and aims to finish with good contents. Considering the characteristics of these contents, it seems that they can be applied to low-budget-based art content such as independent films.

The most in start-up is for new product promotion and sales. It is considered to be a remarkable type of

Table 13. Analysis of planning purpose of journalism

Division	Name of project	Humans	Animals	Commemoration	Contents	Product
1	Bankruptcy ...				*	
2	Heartland of..				*	
3	Patriotic boys of..				*	
4	project fellow..				*	
5	The 'last judgmen		*			
6	Investigating MB		*			
7	Fired journalis				*	
8	'Geumgang fairy'				*	
9	You can also ...				*	
10	Tears of a boy			*		
11	Devil Reporter				*	
12	The fake killer 'trio'				*	
13	Resisters of Four..				*	
14	Killers	*				
15	Resisters of Four..		*			
16	A house of irregular			*		
17	'Inside accuser'	*				
Total(17)		2	3	2	10	0

Table 14. Analysis of Planning Purpose of Life

Division	Name of project	Humans	Animals	Commemoration	Contents	Product
1	Why wear ..					*
2	Lee Ji Sung's ..		*			
3	Wrist Watch ..					*
4	Mysterious peach					*
5	For eyes with..					*
6	A real animal				*	
7	Baekdoo to ...				*	
8	An adopted..	*				
9	Dad! What is..					*
10	Nectarine Peach..					*
11	This is not ..					*
12	Park Tae Hwan ..	*				
13	Albaegi is ...					*
14	Buddhist monk			*		
15	Delicious Chodang					*
16	Yoo Shi Min.		*			
17	Ending note		*			
18	Sunglasses, how					*
Total(18)		2	3	1	2	10

Table 15. Analysis of planning purpose of art

Division	Name of project	Humans	Animals	Commemoration	Contents	Product
1	My daughter.				*	
2	Let's go home				*	
3	'Shin Hae Chul ..				*	
4	Shin Hae Choel	*				
5	The March ..				*	
6	Father Soh ..				*	
7	Elsod Ani ..				*	
8	Seung Oak	*				
9	Gang Gita ..				*	
10	Korean history ..		*			
11	Japanese director..				*	
Total(11)		2	1	0	8	0

Table 16. Analysis of planning purpose of start-up

Division	Name of project	Humans	Animals	Commemoration	Contents	Product
1	Healthy Respira					*
2	world without					*
3	'Dad Humidifi					*
4	A bowel pad for					*
5	Fire fighters		*			
6	Smart roap					*
7	Sold out every 3		*			
8	Hot standing,					*
9	Smart lighting					*
10	Maze Humidifi					*
Total(10)		0	2	0	0	8

Table 17. Analysis of planning purpose of publication

Division	Name of project	Humans	Animals	Commemoration	Contents	Product
1	'South Korea's Seven..				*	
2	Spring will come..				*	
3	Lead yourself by..				*	
4	Korean history that..				*	
5	To meet Shin Yeong Bok				*	
Total(5)		0	0	0	5	0

social funding in crowdfunding. It is 8 out of 10 (80%). It is noteworthy that it has expanded from online to social purpose, and it is characterized as an independent field.

Publishing is similar to an art project in that it is intended to spread and deliver the contents of the project. In addition to book publishing, there are a number of plans aimed at expanding the contents by producing publications in the form of humanities textbooks or rewriting them as webtoons.

2.3. Results of Comprehensive Analysis

As a total of 100 projects were analyzed in terms of planning subjects, the results are as follows: Group A (34%)> 1 person type (32%)> Group B (20%)> 1+1

type (14%). Overall, the planner, the experts, and the related organizations worked together more than 1 person planning.

In terms of projects, when the competence of the planner such as 'publishing' is important or in the case of a project requiring expert knowledge among 'campaigns', the ratio of 1 person was high. However, in the case of 'campaign' and 'journalism', the proportion of group A with the combination of planner, expert and related organizations was high. It is interpreted that it is efficient to carry out the project by combining several groups toward the same goal in the planning stage.

As a result of analysis of 100 projects based on the purpose of planning, contents support (34%)> commemorative project (22%)> product promotion (21%)>

Table 18. Classification of Project Subjects for the Whole Project

Type	Numbers	1 P	1+1	Group type	
				G A	G B
Campaign	39	15	6	14	4
Journalism	17	5	1	11	0
Life	18	4	3	2	9
Arts	11	3	4	3	1
Start-up	10	1	0	3	6
Publication	5	4	0	1	0
Total	100	32	14	34	20

Table 19. Project Purpose Classification of the Entire Project

Type	Numbers	Humans	Animals	Commemoration	Contents	Product
Campaign	39	5	3	19	9	3
Journalism	17	2	3	2	10	0
Life	18	2	3	1	2	10
Arts	11	2	1	0	8	0
Start-up	10	0	2	0	0	8
Publication	5	0	0	0	5	0
Total	100	11	12	22	34	21

animal support (12%)> person support (11%) were revealed in the order. The main purpose of story funding was to provide fund for contents production. Various commemorative projects and food promotion also took up a considerable portion. Campaigns accounted a portion of commemorative project mostly and journalism and publishing accounted a portion of content support. On the other hand, life and start-up accounted a portion of product promotion. In this way, the purpose of the project is clearly distinguished by project type. Consumers are responding variously to the specificity of the planning purpose.

3. Conclusions

In this study, 100 projects were selected as the subject of the top funding in story funding which is one of crowdfunding. The results of the quantitative analysis on the planning subject and the planning purpose have significance and the results are as follows. As a result of planning subject analysis, there was a difference by project type. Especially, when the capacity of one planner is important, such as 'publishing', 1 planner showed high efficiency.

However, in the case of projects requiring high professionalism such as 'campaigns' and 'journalism', there were a large number of group A that combine one planner, experts and related organizations.

In addition, group A, a group of professional groups such as planners, writers, and documentary directors were a large number than group B.

As a result of analyzing the purpose of planning, most resources were provided for contents production. In the case of the campaign, commemorative projects and memorial product showed a large number. In the case of journalism and publishing, contents showed a large number. In the case of life and start-up, product promotion showed a large number.

This shows that the way of participation varies based on the type of planning and the specificity of the purpose.

This quantitative analytical study accurately determines the current state of crowdfunding. It will be basic data such as efficient human composition and goal setting to achieve the goal of crowdfunding in the future.

Although this study limited the scope of research to the point of story funding and planner's perspective, it

is required to carry out research to expand the scope of research by comparison with other companies' crowdfunding or consumer perspective.

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